

SYNDICATION MARKETPLACE

'Lifestyles' correspondent

Rysher Entertainment's *Lifestyles with Robin Leach and Shari Belafonte* has added Katie Wagner as a correspondent for the weekly one-hour syndicated show. Wagner, formerly an entertainment journalist with Worldwide Entertainment News in the UK, E! Entertainment Network and HBO, will interview motion picture, television and recording artists in her new position.

Lifestyles (the renamed *Lifestyles of the Rich and Famous*) is in its 11th season.

'The Road' taken

Tribune Entertainment has entered into an agreement with Nashville Country Club Inc. to design, develop and operate clubs and restaurants based on Tribune's new syndicated Coun-

try music television series, *The Road*, which will be launched in the fall. Jock Weaver, formerly chief executive officer of Hard Rock Cafes and currently chief executive of Nashville Country Club, will lead the design and development team for the performance centers. The first Road venue, whose location has not been determined, will open in early 1995.

Kudos for Blinky

Syndicator Sachs Family Entertainment's new half-hour weekly children's show, *Blinky Bill*, has been recommended by the National Education Association. "The program introduces new concepts and themes to the young in a manner that makes learning enjoyable," says Lyle Hamilton, manager of Broadcast

Services for the NEA. *Blinky* has been cleared for a fall debut on 122 stations representing 88% of the country. The show, based on a series of children's books, features a protagonist koala bear dealing with ecological issues.

Club Morphin

Saban Entertainment has launched a *Mighty Morphin Power Rangers* fan club to further tap kids' allegiance to the top-rated morning Fox Kids Network strip. For \$17.95, children will receive a 19-item merchandise kit with items including a 30-minute fan club video, autographed photos, a nylon lunch bag, an ID card and *Power Rangers* shoelaces. The club will launch the week of May 23. Plans include a magazine and a catalogue of high-end merchandise.

'Xuxa' resurfaces on Family Channel

MTM keeps show in the family with cable run for '94-95

By David Tobenkin

MTM Television's canceled *Xuxa* children's television show will appear exclusively in the 1994-95 season on MTM parent International Family Entertainment's Family Channel cable network.

"It's an excellent vehicle that can help promote our kids block," says Robert Dahill, general sales manager for International Family Entertainment. Both Dahill and MTM Television Distribution President Chuck Larson declined to state the cable license fee for the previously syndicated show. The 65 episodes of the show will be stripped in the morning, possibly at 8 a.m., says Dahill. The show will be heavily promoted, possibly including the production of new bumpers for the show, he says. "We think we can generate new energy with the right type of promotion for the show. We hope to capitalize on it," he says.

MTM pulled *Xuxa* in January after stations showed little interest in renewing the expensive show, which was ending its first season. While

entertainer Maria da Graca "Xuxa" Meneghel is a major star in South America, many say that the show fizzled here because of her poor command of English. The show is the second MTM property to move to the Family Channel in as many weeks.

MTM recently pulled off-network sitcom *Evening Shade* from its announced syndication run and instead sold the show to the Family Channel, a move opposed by show producers Linda and Harry Thomason and star Burt Reynolds. ■

MTV to co-produce 'Gladiators 2000'

The Samuel Goldwyn Co. has added MTV Networks as a production partner for its new kids version of *American Gladiators* and has given a green light to the show for a September launch. The weekly show also has been renamed from *Camp Gladiators* to *Gladiators 2000*. It is now cleared in 105 stations, including 27 of the top 30 markets, representing 75% of the country, says Dick Askin, president of Samuel Goldwyn Television.

MTV Networks' One World Entertainment division will sell the barter time for the show and will take an equity position in it. One World's equity participation in the project is part of Samuel Goldwyn's strategy of creating additional entertainment alliances, says Askin.

The show will feature participants aged 10-14 competing in *American Gladiators* events. Each event will include a question-and-answer session that tests participants' knowledge of subjects such as health, nutrition and physical fitness, aimed at helping the show to satisfy a station's kid-friendliness quotient at license renewal time, Askin says.

Twenty-six episodes will be produced for the first year.

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